

Tourism Board Meeting
March 10, 2005
City Hall

Board Members Present: Lawrence McFall, Wayne Oakes, Jimmy Farlow, Laurie Moran, Dale Castiglione, Phil Mays, Anil Patel and Anne Moore

Board Members Absent: Tim Mantoath

Others in attendance: John Gilstrap and Rosalee Maxwell

Phil Mays called the meeting to order and welcomed Wayne Oakes to the board.

Phil asked if everyone had received and read the minutes from the previous meeting. Laurie Moran moved to approve the minutes and Jimmy Farlow seconded the motion.

Rosalee shared that Julie Allen has accepted the position of Assistant Director of Tourism. Julie is currently on the board of DRHTA and VHTA. She worked several years at VIR and has recently been working on her own racing venture – DWD. We are thrilled to have her on board.

Committee Reports:

Communications Committee: The committee is very actively working on a “Tourism Month” campaign for this May. Rosalee is trying to get ideas for articles for Tourism Month. Due very soon. Meeting set to tape the City Manager’s TV show in April. Chuck Vipperman and Rosalee will be the speakers. Jimmy Farlow will talk on WBTM and/or WAKG during the Month of May for Tourism. Anne is going to talk to Marc Adelman to see if he can talk to the Tourism Board on transportation in Danville and he is planning to attend in May.

Historical Committee: Rosalee asked Lawrence if he could work on moving the Historical brochure forward.

Attraction Committee: Is involved with the tourism month for May.

Hotel Committee: Training for front line staff for hotels is set. Larry Elliott will take several groups on the “tour” of Danville to explain all attractions, historical sites, the importance of tourism to our city, etc. To date, three different groups are set up. Larry will continue monthly tours and will expand to other hospitality employees after completing hotel staff. Each person is given a gift bag of Danville items such as a mug, huggie, etc as well as a variety of Danville brochures.

Restaurant Committee: Tim and Jimmy have met several times. They have both been very busy but still plan to meet with the individual restaurants. Several have joined DRHTA so they are already making progress.

Budget Committee: No report at this time. An update is due in April.

Old Business:

Signage: John requested an update on the signage project. Still on hold but paperwork has all been submitted to date and we are waiting for further approval before we can move forward again.

North Main Theater: Last event was a “sell –out”. There are many sponsorships still available such as naming chairs and different rooms. Another event is already planned for April.

Murals: Rosalee, Anne and Liz Sater are working on the Mural Project. Wes Hardin, the muralist from Dothan, visited Danville recently and gave the committees updates on where to go from here. The committee is planning to begin fund raising and will move forward to have two murals in place prior to the end of the year. Many of the Tourism Board Members are actively working on this project.

Advertising: Rosalee and Julie will get with the committee prior to finalizing advertising plans.

Concert Updates: John is working on the concerts for Harvest Jubilee. Working out the details for the artists has been very difficult. Hope to have something set very soon.

Tournaments: Several Rugby Tournaments are scheduled for the month of April.

New Business –

•Jimmy shared his special event to raise money for the YMCA and the Danville Rescue Squad. He had this thought due to his son being in a serious accident the evening he won \$10,000 from the YMCA at their annual fundraiser.

•Tammy, Bernice and Dennis visited Lynchburg Visitor Center recently and were given information on upgrading our gift shop and the importance and efficiency of having a cash register to track revenue. The board agreed that we should look into both of these ventures.

Meeting adjourned.